Working with the Media

Robyn Litke, Coordinator Safe Communities Coalition of the Red River Valley 2007 Colorado Prevention Summit September 11, 2007

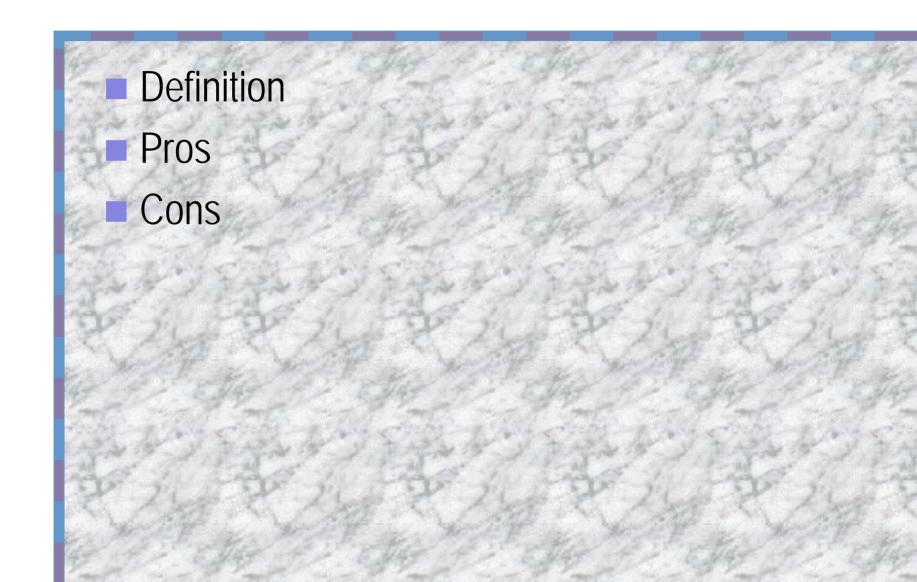
Presentation Objectives

- Identify, define and examine types of media
- Examine importance of messaging
- Identify and define media materials
- Examine strategies for media interviews
- Learn how to prepare for media events
- Learn other tips for working with media
- Explore creative ideas for sustaining media

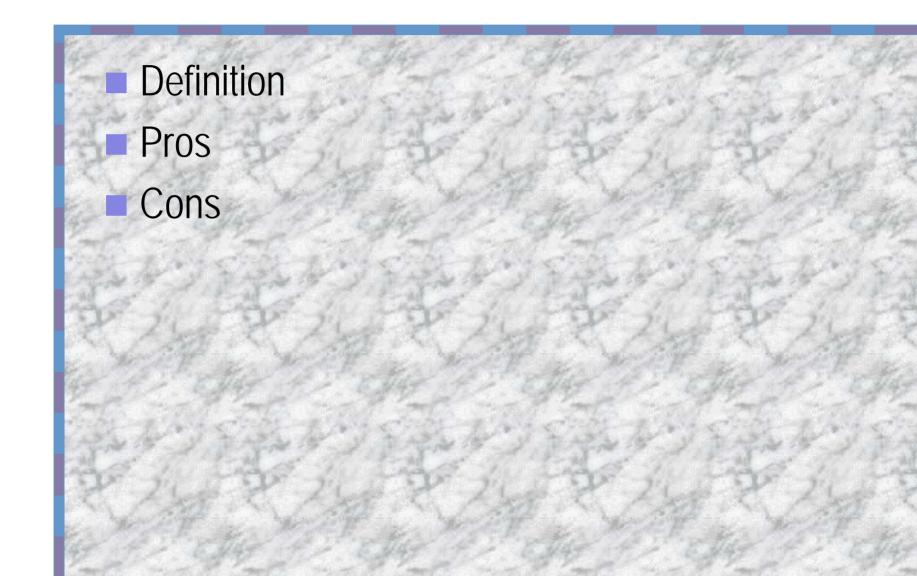
Types of Media

- Why utilize media?
- Public Service
 - Public service announcements
- Earned
 - Press conference
- Paid
 - Billboard, commercials

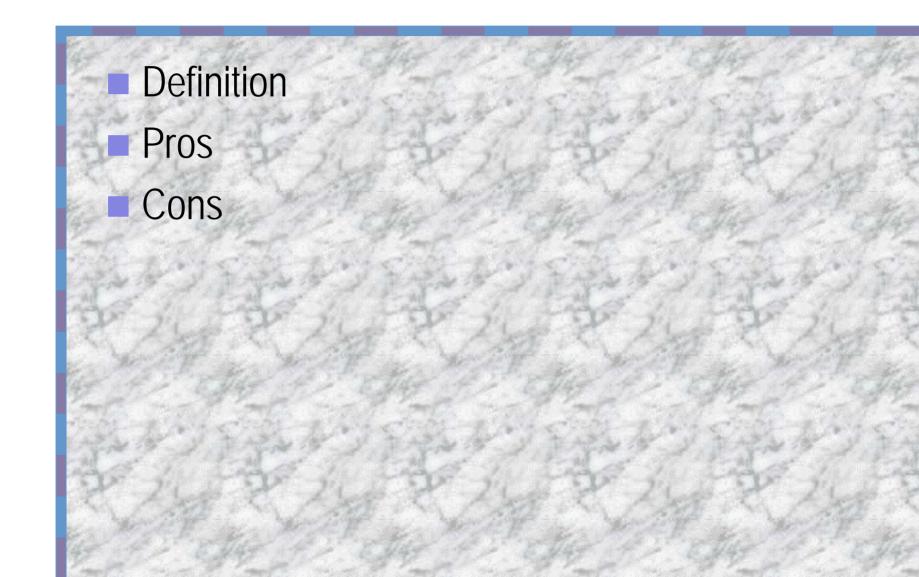
Public Service Media



Earned Media



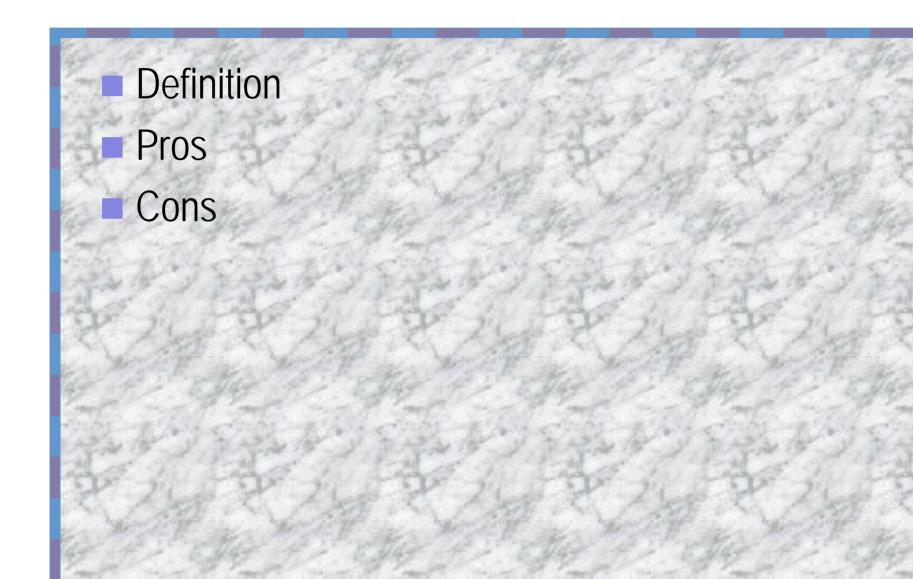
Paid Media



Messaging

- Research– Target audience
 - Data
 - Branding
 - Logos
 - Platforms

Social Norming as a Media Platform



Media Materials

- PSA
- Release
- Advisory
- Letter to the editor
- Op-Ed article
- Fact sheets/ talking points
- Press ready materials
 http://www.nhtsa.dot.gov/buckleup/ciot-planner/planner07/

Media Interviews

- Bill of rights
- Answering questions
- Trick questions
- Preparing
- Dos and don'ts
- Create key messages

Media Events

- Coordination is key!
- Location
- Timing
- Materials
- Visuals, activities
- Speakers/interviews
- Frame your issue

Sustaining Media Coverage

- Statistics
- New spin on an old message
- Capitalize on opportunities
- Develop relationships
- Requires creativity
- Examples

Summary

- Media is an important tool in achieving your goals
- Utilize a variety of media types and materials
- Plan and evaluate your media program
- Use creativity to sustain media coverage

Thank you!

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